WEST BENGAL UNIVERSITY OF TECHNOLOGY

CS-802E

E- COMMERCE (IT)

Time Allotted: 3 Hours   Full Marks: 70

The questions are of equal value.
The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.

GROUP A
(Multiple Choice Type Questions)

1. Answer *all* questions. $10 \times 1 = 10$

    (i) Electronic Commerce is commerce enabled by

    (A) EDP era technologies   (B) MIS era technologies
    (C) Internet era technologies   (D) All of these ✓

    (ii) SHA is more secure than MD5 by the factor of

    (A) 2^{16} (B) 2^{64}
    (C) 2^{8} (D) 2^{32} ✓

    (iii) In EAN coding system, within the EAN code manufacturer is of _____ bit/s and check digit is of _____ bit/s.

    (A) 4, 2   (B) 3, 3
    (C) 5, 1   (D) 1, 4

(iv) Friction in a transaction is defined as

    (A) overhead   (B) loss

    (C) profit   (D) none of these

(v) If $Z = 160$ and $E = 7$, then for what value of D, (ED mod $Z = 1$) will be satisfied?

    (A) 33   (B) 22

    (C) 45   (D) 23

(vi) 'Flood Attack' by attackers happens on

    (A) router   (B) hub

    (C) switch   (D) server

(vii) "Mouse Rollover Effect" is the example of

    (A) Server Side Scripting   (B) Client Side Scripting

    (C) Both (A) and (B)   (D) None of these

(viii) Which of the following is ASCII protocol?

    (A) SNMP   (B) SMTP

    (C) SET   (D) PGP

(ix) Use the SHIFT CIPHER with key = 17 to encrypt the message "WBUT". The cipher text will be

    (A) XCVU   (B) NSLK

    (C) ALSEC   (D) KLMPN

(x) Which of the following card contains a microprocessor and a storage unit?

    (A) Smart Card   (B) Debit Card

    (C) Credit Card   (D) None of these

GROUP B
(Short Answer Type Questions)

Answer any *three* questions.   3×5 = 15

2. What is E-business? How does it help the marketing?   2+3

3. Write down various advantages of e-business?   5

4. What do you mean by online payment? How does it differ from e-payment?   3+2

5. Explain about Internet, Intranet & Extranet.   5

6. What is firewall? What do you know about DNS?   2+3

GROUP C
(Long Answer Type Questions)

Answer any *three* questions.   3×15 = 45

7. What do you know about e-cash? What is digital signature? How it relates with e-commerce? What do you mean by digital library? Write down the application of digital library.   4+3+2+3+3

8. What is EDI? How EDI works? Explain with diagram. Write down the advantages of EDI. How does it help e-commerce business strategy?   3+4+4+4

9. What is tele marketing & online marketing? How e-commerce differs from m-commerce? What do you know about supply chain management? How it relates with e-commerce?   3+3+4+3+2

10.   What is cryptography? Explain various types of cryptography.   15
       Why cryptography is needed for e-commerce? What do you
       know about RSA algorithm? Explain.

11.   Write short notes on any *three* of the following: 3×5

   (a) Copyright

   (b) E-governance

   (c) Smart Card

   (d) E-mail

   (e) HTML